

What is claimed is:

1. A method of playing blackjack, comprising:

generating an ordered collection of electronic card representations, having a particular order, for playing blackjack, wherein each said card representation of the
5 ordered collection is eligible to be dealt in a game of blackjack according to the particular order of said card representations;

first playing a first blackjack game between a first player and a dealer module, wherein said dealer module is
10 dealt a first sequence of card representations from said ordered collection for playing said first blackjack game;

second playing a second blackjack game between a second player and said dealer module, wherein said first and second blackjack games overlap in time and wherein said dealer module
15 is dealt a second sequence of card representations from said ordered collection for playing said second blackjack card game;

wherein said first and second sequences have at least different card representations for a first card representation
20 in their respective sequences.

2. A method as claimed in Claim 1, wherein said dealer module resides at an Internet web site and said first and second players play blackjack with said dealer module using different Internet nodes for accessing said web site.

08759895-120596
96902T 5625780

3. A method as claimed in Claim 1, wherein said card representations dealt to the first player in said first blackjack game are interspersed in said ordered collection with card representations from said first sequence dealt in said first game to said dealer module.

4. A method as claimed in Claim 1, wherein card representations dealt to the second player in said second blackjack game are interspersed in said ordered collection with card representations from said first sequence.

5. A method as claimed in Claim 1, wherein card representations from said ordered collection dealt to the first player are not played by said second player.

6. A method as claimed in Claim 1, wherein a probability said first and second sequences having identical card representations is substantially equal to chance.

7. A method as claimed in Claim 1, wherein said step of first playing includes a plurality of requests by said first player for card representations prior to said step of second playing commences.

8. A method as claimed in Claim 1, wherein said step of generating includes outputting a different substantially random card representation of the ordered collection when a card representation is dealt.

9. A method as claimed in Claim 1, wherein said step of generating includes providing, after a predetermined time

interval, a next one of said card representations of the ordered collection as a card representation eligible for play.

10. A method as claimed in Claim 9, wherein said predetermined time interval is less than two seconds.

08759895 120696

70

11. A method of playing blackjack electronically,
comprising:

generating a collection of card representations, having
a particular order, for playing blackjack, wherein each said
5 card representation of the collection is eligible for play in
a game of blackjack according to said particular order of the
card representations in said collection;

first playing a first blackjack game between a first
player and a dealer module, wherein said card representations
10 are dealt from said collection according to said particular
order and wherein the first player is dealt a first sequence
of card representations from said collection;

second playing a second blackjack game between a second
player and the dealer module, wherein said first and second
15 blackjack games overlap and wherein said card representations
for said second blackjack game are dealt from said collection
according to said particular order and the second player
receives a second sequence of card representations from said
collection;

20 wherein, for an initial series of one or more plays by
said first player using said first sequence, when said second
player also initially plays said initial series of one or more
identical plays using said second sequence , then for
corresponding identical plays by said first and second
25 players, their corresponding hands of card representations are
identical.

12. A method as claimed in Claim 11, wherein said first and second players are playing in a same blackjack tournament.

13. A method as claimed in Claim 11, wherein a card hand for the dealer module when playing with the first player and a card hand for the dealer module when playing with the second player are identical for each play of said initial series of
5 plays.

14. A method as claimed in Claim 11, wherein said step of first playing includes reading an identification card with a card reader for identifying the first player.

15. A method as claimed in Claim 11, wherein assuming said second player also initially plays said initial series, for each play of said initial series of one or more identical plays, a card hand for the dealer module when playing with the
5 first player is identical to a corresponding card hand for the dealer module when playing with the second player.

16. A method as claimed in Claim 11, wherein different card hands for said first and second players are a result of a different play by said first and second players.

17. A method as claimed in Claim 11, wherein said step of first playing occurs in a casino.

03759895-120696
969021-56869/80

00759895-120696

18. A method of playing a card game, comprising:

generating an ordered collection of card representations,
having a particular order, for playing said card game, wherein
each card representation of the ordered collection is eligible
5 for play in a game of said card game depending upon said
particular order of the card representations in said ordered
collection;

first playing, by a first player in a first game of said
card game, a first sequence of one or more card
10 representations selected over time from the eligible card
representations of said ordered collection;

second playing, by a second player in a second game of
said card game, a second sequence of one or more card
representations selected over time from the eligible card
15 representations of said ordered collection, wherein card
representation selections for said first and second sequences
overlap in time;

ceasing, by the first player, to select card
representations for said first game before all card
20 representations of said first sequence have been selected;

continuing, by the second player, to select card
representations for said second game after said step of
ceasing;

terminating, by the second player, said second game;
25 subsequently continuing, by the first player, to play
said first game while the second player commences a third game

of said card game wherein a third sequence of one or more card representations selected over time from the eligible representations of said ordered collection is played by the
30 second player and wherein selections for card representations for said first and third sequences overlap in time.

19. A method as claimed in Claim 18, wherein a card representation of the ordered collection is selectable as an eligible card representation by one of:

5 (a) at most one of said first and second players, and

(b) each player during a predetermined time period that said card representation is eligible.

20. A method as claimed in Claim 19, wherein each said predetermined time is less than two seconds.

21. A method as claimed in Claim 18, wherein for a first card representation of said first sequence, there is a corresponding identical second card representation in said second sequence, wherein the first card representation and the
5 corresponding second card representation are obtained from a same eligible card representation of said ordered collection.

22. A method as claimed in Claim 18, wherein said card game is blackjack.

23. A method as claimed in Claim 22, further including a step of receiving a request by the first player to stand and a request by the second player for a hit, when the first and

second players are provided with a same card representation
5 for their respective blackjack card hands.

24. A method as claimed in Claim 22, further including
a step of playing a dealer's blackjack hand in each of said
first and second games, wherein an eligible card
representation of said ordered collection is dealt to the
5 first player in said first game and is dealt to the dealer's
blackjack hand in said second game.

25. A method as claimed in Claim 18, wherein said
particular order is an order in which the card representations
of said ordered collection are generated.

26. A method as claimed in Claim 18 further including a
step of maintaining a status of each of said first and second
games so that each of said first and second games are played
with a same effect as if the other of said first and second
5 games were not being played.

27. A method as claimed in Claim 18, wherein a site for
generating said collection is remotely located from at least
one of said first and second players.

28. A method as claimed in Claim 18, further including
a step of communicating electronically card game information
between a module for generating said collection and said first
player playing said first game.

29. A method as claimed in Claim 18, wherein said step
of generating includes repeatedly providing a substantially
random card for said ordered collection, wherein each said

substantially random card is eligible for play for a
5 corresponding predetermined time period.

30. A method as claimed in Claim 18, further including a step of receiving an encoding of a player identification from a player identification input device for the first player before commencing said first game.

31. A method as claimed in Claim 18, further including a step of changing a time limit for accepting an input from said first player when said first player desires to change a speed of said first game.

32. A method as claimed in Claim 18, further including a step of providing an acknowledgment to said first player of a received request from said first player, wherein said request includes one of: (a) a request for a new card
5 representation of said ordered collection, (b) a request for placing a bet, and (c) a request for information related to a ranking of said first player in comparison to other players of said card game.

33. A method as claimed in Claim 18, wherein said step of first playing includes inputting, by said first player, a request for a card representation from said ordered collection, wherein said request is transmitted in a
5 predetermined electronic signal protocol.

34. A method as claimed in Claim 18, wherein said step of first playing includes storing a current configuration of said first game, said current configuration accessible using

player identification data provided with each request for a
5 card representation from said ordered collection by said first
player.

35. A method as claimed in Claim 18, wherein said step
of first playing includes determining whether a wager by said
first player is acceptable.

36. A method as claimed in Claim 18, further including
repeatedly performing the following steps:

determining, for each of said first and second players,
an opponent's play that is responsive to a play made by the
5 player, and

transmitting a representation of the opponent's play to
the player.

37. A method as claimed in Claim 36, wherein said
opponent's play is a dealer's play.

38. A method as claimed in Claim 36, wherein said
opponent's play is determined without manual intervention.

39. A method as claimed in Claim 36, wherein said step
of transmitting includes combining said representation of the
opponent's play with an advertising presentation for
presentation to the player.

40. A method as claimed in Claim 39, wherein said step
of combining includes providing the advertising presentation
by comparing personal information supplied by the player with
a desired demographic profile from a sponsor of the
5 advertising presentation.

41. A method as claimed in Claim 40, wherein said personal information includes one or more of a name, an address, an e-mail address, an age, a sex, a financial status, a location of residence, a marital status, an educational
5 level, an amount of recreational time, personal tastes and personal habits.

42. A method as claimed in Claim 39, wherein said step of combining includes determining a first advertising presentation for said first player and a different second advertising presentation for said second player when a user
5 profile for said first player is different from said second player.

43. A method as claimed in Claim 18, further including a step of communicating gaming information related to said card game between a site for distributing said gaming information and said first player;

5 wherein said step of communicating is performed using one of Internet transmissions and cable television transmissions.

44. A method for providing interactive advertising while playing a game on a network with each of one or more users, comprising:

performing the following substeps (A1) through (A5) for
5 each of the one or more users:

(A1) obtaining a first amount of user information related to the user desiring to play a game initiated at a network site on said network;

(A2) matching the user with one or more
10 advertising presentations of a plurality of advertising presentations for presentation to the user, wherein said first amount of user information is used for matching said one or more advertising presentations with the user;

(A3) initiating a first instance of the game
15 for playing by the user using the network;

(A4) transmitting said one or more of the matching advertising presentations to the user during a playing of the first instance of the game
20 wherein for a majority of consecutive user plays there is an intervening transmission of one of said matching one or more advertising presentations to the user;

(A5) sending, to said network site, data
25 related to one or more responses by the user to at

least one of said matching one or more advertising presentations;

storing, for each of the one or more users, said data related to said responses by the user to said matching one or
30 more advertising presentations;

supplying supplemental information to a first advertiser having a first advertising presentation of said plurality of advertising presentations, said supplemental information related to a perceived efficacy of said first advertising
35 presentation, said supplemental information determined using said stored data related to said responses.

45. A method as claimed in Claim 44, further including a step of providing supplemental advertising to a first user of the one or more users when (a) said supplemental advertising is related to the first advertising presentation,
5 (b) said first advertising presentation is transmitted to the first user and (c) the first user responds by sending a favorable response to the first advertising presentation in the sending step (A5).

46. A method as claimed in Claim 45, wherein said supplemental advertising includes one of: information related to a product sample, a discount, a trial subscription, a purchase of a product presented in the first advertising
5 presentation, a purchase of a service presented in the first advertising presentation, a prize, and a bonus.

47. A method as claimed in Claim 45, wherein the favorable response to said first advertising presentation includes information related to one of (a) a request for said supplemental advertising by the first user, and (b) a response
5 by the first user to a questionnaire.

48. A method as claimed in Claim 45, wherein said step of supplying includes providing to the first user as said supplemental information, information related to a compensation to the first user for providing said one or more
5 responses by the user.

49. A method as claimed in Claim 44, wherein the perceived efficacy of said first advertising presentation includes one or more of the following measurements: (a) a measurement of a number of the users to which the first advertising presentation is displayed, (b) a measurement of a number of times the first advertising presentation is displayed to the users, and (c) a measurement of a number of favorable responses by the users to the first advertising presentation, wherein said one or more measurements are supplied to the first advertiser.

50. A method as claimed in Claim 44, wherein said network overlaps with one of an Internet network and an interactive cable television network.

51. A method as claimed in Claim 44, wherein said network includes an Internet web site as said network site.

52. A method as claimed in Claim 51, wherein said step of obtaining includes registering at said Internet web site.

53. A method as claimed in Claim 52, wherein said step of registering includes transmitting the registration
5 information for a first of the one or more users through the network.

54. A method as claimed in Claim 44, wherein said first advertising presentation includes information related to one of a product and a service for the one or more users.

55. A method as claimed in Claim 44, wherein said step of supplying includes providing feedback information as said supplemental information to the first advertiser, said feedback information obtained using said data related to the
5 responses by the one or more users to said first advertising presentation.

56. A method as claimed in Claim 55, wherein said step of providing includes one of determining a number of times said first advertising presentation is presented to said one or more users, and determining a number of different users to
5 which said first advertising presentation is displayed.

57. A method as claimed in Claim 55, wherein said step of providing includes determining a number of times said first advertising presentation is accessed by the one or more users for additional information related to said first advertising
5 presentation.

58. A method as claimed in Claim 55, wherein said step of providing includes one of:

5 (a) comparing a first measurement of interest by the one or more users in said first advertising presentation with a second measurement of interest by the one or more users in a second advertising presentation of said advertising presentations for determining an efficacy of said first advertising presentation in comparison to an efficacy of said second advertising presentation;

10

(b) determining a characterization of users that are responsive to said first advertising presentation; and

15 (c) determining a measurement for said first advertising presentation wherein the measurement relates to a length of time the first advertising presentation is displayed to the one or more users.

59. A method as claimed in Claim 44, wherein said step of supplying includes repeating said step of matching for matching one or more advertising presentations with a first of the one or more users using said data related to said responses by the first user.

5

60. A method as claimed in Claim 59, wherein said step of repeating includes one of ceasing to transmit said first advertising presentation to the first user, and ceasing to

transmit a particular category of advertising items of said
5 plurality of advertising presentations to the first user.

61. A method as claimed in Claim 58, wherein said
particular category includes at least one of sports related
advertising, food related advertising, exercise related
advertising, insurance related advertising, political
5 advertising, geographically related advertising.

62. A method as claimed in Claim 59, wherein said step
of repeating includes transmitting to the first user a
different advertising presentation of said plurality of
advertising presentations.

63. A method as claimed in Claim 44, wherein said one or
more responses by the user include an answer to at least one
question of a questionnaire.

64. A method as claimed in Claim 44, wherein said step
of obtaining includes requesting some of the following
information related to the user: a name, an address, an e-
mail address, an age, a financial status, an educational
5 level, a marital status, a size of household, a number of
children and a sex.

65. A method as claimed in Claim 44, wherein said step
(A2) of matching includes comparing at least said registration
information with a demographic profile for determining said
matching one or more advertising presentations to be
5 transmitted to the user in said step (A4) of transmitting.

66. A method as claimed in Claim 44, wherein said step (A3) of initiating includes providing the user with an option to play one of: blackjack, craps, roulette, poker, baccarat, and pai gow.

67. A method as claimed in Claim 44, wherein said step (A3) of initiating includes playing said first instance of the game substantially at a time of the user's choosing.

68. A method as claimed in Claim 44, further including the steps of:

generating an ordered collection of card representations, having a particular order, for playing said first instance of the game, wherein each said card representation of the ordered collection is eligible to be dealt according to the particular order;

first requesting, by a first user of the one or more users, a first sequence of one or more card representations selected over time from the eligible card representations of said ordered collection when playing said first instance of the game by the first user, wherein said first sequence is ordered by said particular order.

69. A method as claimed in Claim 68, further including the steps of:

initializing a second instance of the game with a second user of said one or more users for playing said second instance of the game;

second requesting, by the second user, a second sequence of one or more card representations requested over time from the eligible card representations of said ordered collection for playing said second instance, wherein said second sequence
10 is ordered by said particular order, and wherein said first and second steps of requesting overlap;

ceasing, by said first user, to request card representations for said first instance;

continuing, by said second user, to request card
15 representations for said second instance after said step of ceasing;

terminating, by said second user, said second instance;

subsequently continuing, by the first user, to play said first instance while said second user commences a third
20 instance of said game wherein a third sequence of one or more card representations requested over time from the eligible representations of said ordered collection is played by said second player and wherein requests for said first and third sequences to overlap in time.

70. A method as claimed in Claim 69, further including a step of maintaining a status of each of said first and second instances of the game so that each of said first and second instances is played with a same effect as if the other of said first and second instances were not being played.

71. A method as claimed in Claim 68, wherein said step (A4) of transmitting includes transmitting an advertising

presentation of said matching one or more advertising presentations with a card representation from said ordered
5 collection.

72. A method as claimed in Claim 44, wherein said step of storing includes retaining data related to one of: whether said first advertising presentation has been presented to a first of the one or more users, and a time when said first
5 advertising presentation is presented to the first user.

73. A method as claimed in Claim 44, wherein said first advertising presentation includes a hyperlink to additional information for one of a product and a service related to said first advertising presentation.

74. A method as claimed in Claim 73, wherein said step of storing includes retaining information on a total number of times said one or more users access the hyperlink.

75. A method as claimed in Claim 44, wherein said step of supplying includes determining at least one of:

- (a) a cost of presenting said first advertising presentation to the one or more users; and
- 5 (b) whether said first advertising presentation should be discontinued from being presented to one or more users.

76. A method as claimed in Claim 44, further including a step of charging the first advertiser by at least one of:
(a) a number of the one or more users to which the first advertising presentation is presented, (b) a number of

- 5 promotionals requested by the one or more users, and (c) a number of network user communications with the network site.

08759995-1206916
969027-56865280

77. An apparatus for providing advertising while playing a game on a network, comprising:

advertiser repository for storing one or more demographic profiles, each said demographic profile describing one or more prospective users for presenting, via the network, an advertisement corresponding with the demographic profile;

user data repository for storing, for each of one or more users, one or more corresponding user data items describing the user;

10 selector means for determining, for each of the one or more users, one or more advertisements to present to the user at a corresponding node of the network for the user, wherein said one or more corresponding user data items for the user are used by said selector means, and wherein at least one of
15 said advertisements is a response enabling advertisement for enabling a response by the user to the response enabling advertisement;

game playing engine for playing, with each of the one or more users, a corresponding game via the network;

20 wherein for each of the one or more users and for a majority of plays by the user in the corresponding game, there is an intervening network response by the game playing engine to the user;

means for supplying, to said selector means, for each of
25 the one or more users, a corresponding additional user data item related to a reply by the user to said response enabling

00759895-120696
9699021-56365280

120

advertisement, said additional user data item for determining a subsequent advertisement to present to the user.

78. An apparatus as claimed in Claim 77, wherein, for each of the one or more users, said corresponding user data items and said corresponding additional user data item for the user are included in a user profile for the user within the user data repository.

79. An apparatus as claimed in Claim 77, wherein said network uses one of an Internet connection and an interactive cable television connection.

80. An apparatus as claimed in Claim 77, wherein said response enabling advertisement includes one or more questions for one of the users.

81. An apparatus as claimed in Claim 77, wherein for at least a first of the users, said corresponding user data items for the first user are determined using one of: (a) a detection of an activation of a hyperlink by the first user, (b) an evaluation of a response by the first user to a question, and (c) a determination of a length of time that one of the advertisements is visible to the first user.

82. An apparatus as claimed in Claim 77, wherein one of said advertisements provides access to one of a product promotional and a service promotional.

83. An apparatus as claimed in Claim 77, further including:

means for combining one of the one or more advertisements with one of said intervening responses by the game playing engine to provide a combined response to a first user of the one or more users; and

means for transmitting through the network, said combined response for presentation to the first user during a playing of the corresponding game with the first user.

84. An apparatus as claimed in Claim 83, wherein said means for combining includes a means for specifying one of said combined response in a hypertext markup language.

85. An apparatus as claimed in Claim 83, wherein said means for transmitting includes a World Wide Web server for accessing the network.

86. An apparatus as claimed in Claim 77, wherein said one or more data items for one of said users includes user information related to: age, sex, financial status, location of residence, education, marital status, estimated amount of recreational time, personal tastes and habits, size of household, number of children, and user network interaction categorizations.

87. An apparatus as claimed in Claim 77, wherein at least one of said demographic profiles includes data for identifying at least a first user of said one or more users according to one or more of: age, sex, financial status, location of residence, education, marital status, estimated amount of recreational time, personal tastes and habits, size

of household, number of children, and user network interaction categorizations.

88. An apparatus as claimed in Claim 87, wherein said user network interaction categorizations includes one of a determination of network sites accessed by the first user, and a risk tolerance for the first user.

89. An apparatus as claimed in Claim 77, wherein one of said corresponding user data items for one of the users includes a number of times one of said advertisements is presented to the user.

90. An apparatus as claimed in Claim 77, wherein said selector means includes a statistical analysis module for matching said user profiles with said corresponding user data items for one of the users.

91. An apparatus as claimed in Claim 77, wherein said game playing engine includes a game controller for playing one or more of blackjack, poker, craps, roulette, baccarat and pai gow.

92. An apparatus as claimed in Claim 77, wherein said game playing engine includes a wager accounting module for determining an acceptability of a user requested wager.

93. An apparatus as claimed in Claim 92, further including an advertisement receiving means at a network node for a first of the users, said advertisement receiving means for receiving an unrequested advertisement not combined with
5 any of said intervening responses.

94. An apparatus as claimed in Claim 92, wherein said advertisement receiving means includes a daemon for detecting said unrequested advertisement.

95. An apparatus as claimed in Claim 77, wherein said advertiser repository includes data related to a measurement of a preference of the users for one of an advertisement and an advertised item.

96. An apparatus as claimed in Claim 77, wherein one of said advertisements provides for a conducting of a transaction for a purchase of one a corresponding advertised item.

08759895-120696
969022T-55855280